



Synergizing Thai Higher Education with Macro-marketing and Circular Economy Principles: A Paradigm Shift in Marketing Education for Sustainable Societal Progress

Pongsisi Kamkankaew¹ and Phithagorn Thanitbenjasith²

¹⁻² Faculty of Business Administration, North-Chiang Mai University, Thailand

¹ Coordinator E-mail: Kpongsiri85@gmail.com, ORCID: <https://orcid.org/0000-0002-5885-4805>

² E-mail: phithagorn.ncu@gmail.com ORCID: <https://orcid.org/0000-0002-8967-8285>

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Abstract

Background and Aim: Thailand's government is integrating macro-marketing and circular economy principles into marketing education to address urbanization, resource depletion, and sustainable development goals. This review academic article explores the benefits of integrating macro marketing principles and circular economy concepts into Thai higher education's marketing education system, identifies gaps, and proposes strategies to enhance the capacity for producing socially responsible and environmentally conscious marketing professionals.

Materials and Methods: In pursuit of these objectives, the academic article delves into a comprehensive analysis of academic databases, research articles, case studies, and best practices from around the world, aiming to establish a foundation for the integration of macro-marketing and circular economy principles into the Thai marketing education system.

Results: This academic article found that Thai higher education institutions must integrate macro-marketing and circular economy principles through strategic collaboration and innovation. This comprehensive system aims to produce skilled marketers, ethical decision-makers, and responsible global citizens. Strategies include curriculum redesign, faculty development, industry collaboration, and experiential learning.

Conclusion: The Thai marketing education system incorporates macro-marketing and circular economy principles, preparing students for sustainable business practices and societal challenges. This holistic approach fosters collaboration, interactive learning, and a culture of social responsibility.

Keywords: Thai Higher Education; Macro-marketing; Circular Economy; Marketing Education

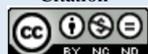
Introduction

In an era characterized by rapid globalization, technological advancements, and mounting environmental concerns, the role of marketing education in higher education institutions has become increasingly pivotal (Rejeb, Rejeb & Keogh, 2022). The traditional paradigm of marketing education, which primarily focuses on micro-level tactics and strategies, is no longer sufficient to equip students with the comprehensive skills and knowledge required to navigate the complexities of the modern business landscape (Kamkankaew et al., 2022a). The imperative to align marketing practices with societal well-being and environmental sustainability has led to the exploration of innovative frameworks that can reshape marketing education (Andrews, 2015). This academic paper embarks on a journey to investigate the integration of macro marketing principles and circular economy concepts into the marketing education system, with a specific focus on Thai higher education. Through a comprehensive review of academic databases, scholarly articles, and empirical studies, this article aims to illuminate the potential of this integration in enhancing the capacity of Thai higher education institutions to produce graduates who are not only proficient marketers but also responsible global citizens.

The domain of marketing education has witnessed significant evolution over the past few decades. Traditional marketing education, characterized by its concentration on marketing mix elements and individualistic perspectives, is gradually giving way to a broader understanding of marketing's impact on society (Kemper, Moscato & Kennedy, 2022). As societal concerns regarding social inequalities, ethical dilemmas, and environmental degradation rise, the need to instill a sense of corporate social responsibility (CSR) and

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sustainable practices in marketers becomes imperative (Drumwright, 1994). Scholars argue that marketing education should encompass a more comprehensive understanding of the discipline's societal consequences, which is where the concept of macro marketing comes into play.

Macro-marketing, as conceptualized by Shaw & Jones (2005), focuses on the broader impact of marketing on society and the macro-environment. It aims to bridge the gap between micro-level marketing practices and their implications for society as a whole. In the context of marketing education, the incorporation of macro marketing principles can offer a holistic perspective to students, enabling them to comprehend the societal consequences of marketing decisions and strategies (Wilkie & Moore, 2003). By teaching students to critically assess the ethical, social, and environmental ramifications of marketing activities, higher education institutions can contribute to the development of responsible marketers who prioritize societal welfare alongside business success.

Parallel to the evolution of marketing education is the emergence of the circular economy framework, which challenges the traditional linear "take-make-dispose" economic model. The circular economy emphasizes the importance of resource efficiency, waste reduction, and closed-loop systems that enable the continual reuse and recycling of materials (Ellen MacArthur Foundation, 2013). This concept holds profound implications for marketing, as it necessitates a shift from product-centric approaches to service-based models that prioritize product longevity, remanufacturing, and the reduction of environmental impact. Integrating circular economy principles into marketing education equips students with the skills to design sustainable business models that align with these principles, fostering innovation and responsible consumption patterns.

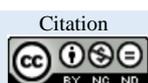
In the Thai context, the integration of macro-marketing and circular economy principles into marketing education is especially pertinent (Boonsuk, Wasoh & Waelateh, 2023). Thailand, like many other developing nations, faces an array of social, economic, and environmental challenges (Nelles et al., 2022). Rapid urbanization, changing consumption patterns, and resource depletion underscore the urgency of producing graduates who are well-versed in sustainable and socially responsible marketing practices (Kamkankaew et al., 2023). Moreover, the Thai government has expressed a commitment to advancing the circular economy agenda as part of its national development strategy (National Economic and Social Development Council, 2020). Aligning marketing education with this strategic direction can contribute significantly to the nation's sustainable development goals.

This review academic article sets out to achieve the following objectives to explore the potential benefits of integrating macro marketing principles and circular economy concepts into the marketing education system in Thai higher education institutions. Additionally, this academic paper aims to identify existing gaps and challenges in the current marketing education system that could be addressed through this integration and propose strategies and recommendations for Thai higher education institutions to implement this integration and enhance their capacity to produce socially responsible and environmentally conscious marketing professionals.

Challenges to Thai Higher Education in Integrating Macro-marketing and Circular Economy in Marketing Education

While the integration of macro marketing principles and circular economy concepts into the marketing education system holds the promise of enhancing the capacity of Thai higher education, it is imperative to acknowledge and address the challenges that may arise during this transformative process (Pongsin et al., 2023). These challenges encompass a range of

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factors, including institutional barriers, pedagogical shifts, faculty development, resource constraints, and the need for stakeholder engagement. This section delves into these challenges and offers insights into potential strategies to navigate them effectively.

Institutional Barriers and Resistance to Change:

Thai higher education institutions, like their global counterparts, often operate within established structures and curricula that have evolved (Buasuwan, 2018). Incorporating new perspectives such as macro-marketing and circular economy principles requires overcoming resistance to change and the inertia of traditional educational paradigms (Bridges, 2015). Faculty members accustomed to conventional teaching methods may be hesitant to adopt innovative approaches that challenge their comfort zones. Additionally, administrative processes, accreditation requirements, and bureaucratic hurdles may hinder swift curriculum revisions (Gulbrandsen & Kyvik, 2010). To address this challenge, fostering a culture of openness to innovation, offering incentives for faculty engagement, and leveraging change management strategies become essential (Fullan, 2007).

Pedagogical Shifts and Teaching Methodologies:

Integrating macro-marketing and circular economy concepts necessitates a shift from didactic teaching methods to experiential and inquiry-based approaches (Gibbs & Coffey, 2004). This transformation requires faculty to adapt their teaching methodologies, create active learning environments, and facilitate critical thinking among students. Such shifts demand additional training and professional development for educators, as well as comprehensive curriculum redesign (Oliver, 2015). Balancing theoretical knowledge with practical applications poses a pedagogical challenge, but it is a critical step in equipping students with the skills needed to address complex societal and environmental issues in their future marketing careers.

Faculty Development and Expertise Enhancement:

One of the cornerstones of effective integration is the expertise and enthusiasm of faculty members. Integrating macro-marketing and circular economy principles requires educators to be well-versed in these concepts, proficient in their application, and capable of guiding students in their exploration (Hake, 1998). Faculty development programs, workshops, and collaborative platforms can empower educators to stay updated on emerging trends, best practices, and innovative teaching techniques. These initiatives can help bridge the gap between faculty members' current knowledge and the competencies required to effectively teach these new perspectives (Tierney & Lanford, 2016).

Resource Constraints and Infrastructure:

Resource allocation is a significant challenge faced by many higher education institutions, particularly in developing countries like Thailand. The integration of macro-marketing and circular economy principles might necessitate investment in updated teaching materials, technological infrastructure, and collaborative platforms (Hemsley-Brown & Oplatka, 2006). Overcoming resource constraints requires careful planning, prioritization, and potentially seeking external partnerships or grants to support curriculum development, faculty training, and the creation of learning resources.

Stakeholder Engagement and Industry Collaboration:

For effective integration, collaboration with industry stakeholders is paramount. Engaging with businesses and organizations that value sustainability and circular economy principles can provide students with real-world insights and experiences (Barth, Godemann, Rieckmann, & Stoltenberg, 2007). However, bridging the gap between academia and industry requires active communication, alignment of objectives, and mutual understanding.

Establishing advisory boards, industry-sponsored projects, and internships can foster meaningful collaborations and enhance the practical relevance of marketing education.

Curricular Adaptation and Ongoing Review:

The integration of macro-marketing and circular economy principles is not a one-time endeavor but a continuous process. As the marketing landscape and societal needs evolve, curricula must remain dynamic and adaptable (Altbach, Reisberg, & Rumbley, 2009). This demands regular review cycles to ensure that the content remains relevant, up-to-date, and aligned with emerging trends. Overcoming the challenge of curricular adaptation involves fostering a culture of continuous improvement and investing in mechanisms for regular feedback from students, faculty, alumni, and industry partners.

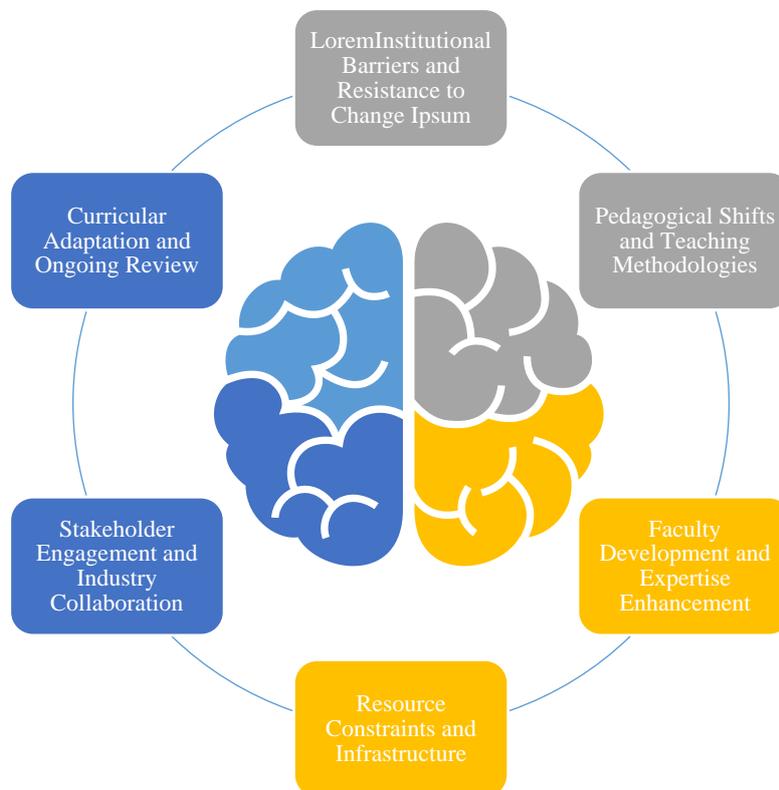


Figure 1 Challenges to Thai Higher Education in Integrating Macro-marketing and Circular Economy in Marketing Education

In conclusion, the challenges discussed in this section underscore the complexity of integrating macro marketing and circular economy principles into the marketing education system in Thai higher education institutions. These challenges are not insurmountable but require careful planning, strategic collaboration, and a commitment to change and innovation. Addressing these challenges will be instrumental in unlocking the full potential of this integration, ultimately enhancing the capacity of Thai higher education to produce graduates who are well-equipped to drive positive societal, environmental, and economic change through their roles as marketers and responsible global citizens.



Identifying Gaps and Challenges in the Current Thai Marketing Education System

While the integration of macro-marketing and circular economy principles holds great promise for enhancing the capacity of Thai higher education institutions, it is imperative to address the existing gaps and challenges within the current marketing education system (Khathayut, Walker-Gleaves & Humble, 2022). This section critically examines the limitations and obstacles that may hinder the successful implementation of these principles, highlighting the areas that require attention and strategic interventions.

Emphasis on Micro-Level Perspectives:

A significant gap in the current Thai marketing education system lies in its predominant focus on micro-level perspectives (Crocco, 2018), which center on individual transactions, product promotion, and short-term profitability (Boonsuk, Wasoh & Waelateh, 2023). This narrow focus often disregards the broader societal and environmental consequences of marketing decisions (Hunt, 1976). As a result, students are not adequately equipped to navigate the complexities of ethical dilemmas and sustainable practices that are increasingly demanded by today's business landscape (Wilkie & Moore, 2003). Bridging this gap requires a shift towards holistic perspectives that encompass macro-marketing and circular economy principles.

Lack of Ethical and Social Context:

Ethical considerations and social responsibilities are integral components of modern marketing practices. However, the current Thai marketing education system tends to overlook these dimensions, placing more emphasis on technical skills and tactical approaches (Boonsuk, Wasoh & Waelateh, 2023). This gap leaves students ill-prepared to address ethical challenges and societal implications associated with marketing decisions (Drumwright, 1994). To address this challenge, the integration of macro marketing perspectives is necessary to provide students with a broader understanding of the ethical dimensions of marketing and their role in contributing to societal well-being.

Limited Exposure to Sustainability Concepts:

The principles of the circular economy and sustainable business practices are often absent from the curriculum of traditional marketing education. This gap inhibits students' ability to understand and apply concepts related to resource efficiency, waste reduction, and environmentally responsible business models (Geissdoerfer et al., 2017). Students are not adequately prepared to navigate the transition towards a more sustainable economy and may lack the skills to innovate and create value within the confines of ecological limits.

Disconnect from Real-World Applications:

Another challenge within the current Thai marketing education system is the gap between theoretical concepts and real-world applications (Boonsuk, Wasoh & Waelateh, 2023). Traditional teaching methods often rely heavily on theoretical frameworks and case studies that may not adequately reflect the dynamic and evolving nature of the business environment. Students may graduate with theoretical knowledge but struggle to apply these concepts in practical settings (Gibbs & Coffey, 2004). Bridging this gap requires incorporating experiential learning approaches and industry partnerships that expose students to real challenges and opportunities.

Resistance to Change and Faculty Development:

The integration of new perspectives, such as macro-marketing and circular economy principles, may face resistance from faculty members who are accustomed to traditional teaching methods. Faculty development and training programs that equip educators with the necessary knowledge, skills, and pedagogical techniques are essential to overcome this



challenge (Fullan, 2007). Inadequate faculty preparation can hinder the effective delivery of these innovative concepts and approaches.

Resource Constraints and Infrastructure:

Resource limitations pose a substantial challenge to the integration of macro-marketing and circular economy principles. Developing new courses, updating teaching materials, and investing in technology for interactive learning all require financial resources that may not be readily available (Hemsley-Brown & Oplatka, 2006). Resource constraints can hinder institutions from fully implementing these integrations and providing students with the necessary tools and materials for effective learning.

Absence of Industry Collaboration:

The absence of strong connections between academia and industry can hinder the practical relevance of marketing education. Without industry collaboration, students may lack exposure to real-world examples, case studies, and practical insights that are essential for understanding the application of macro-marketing and circular economy principles (Kolb & Kolb, 2005). Establishing and nurturing partnerships with businesses that champion sustainable practices is essential to bridge this gap.

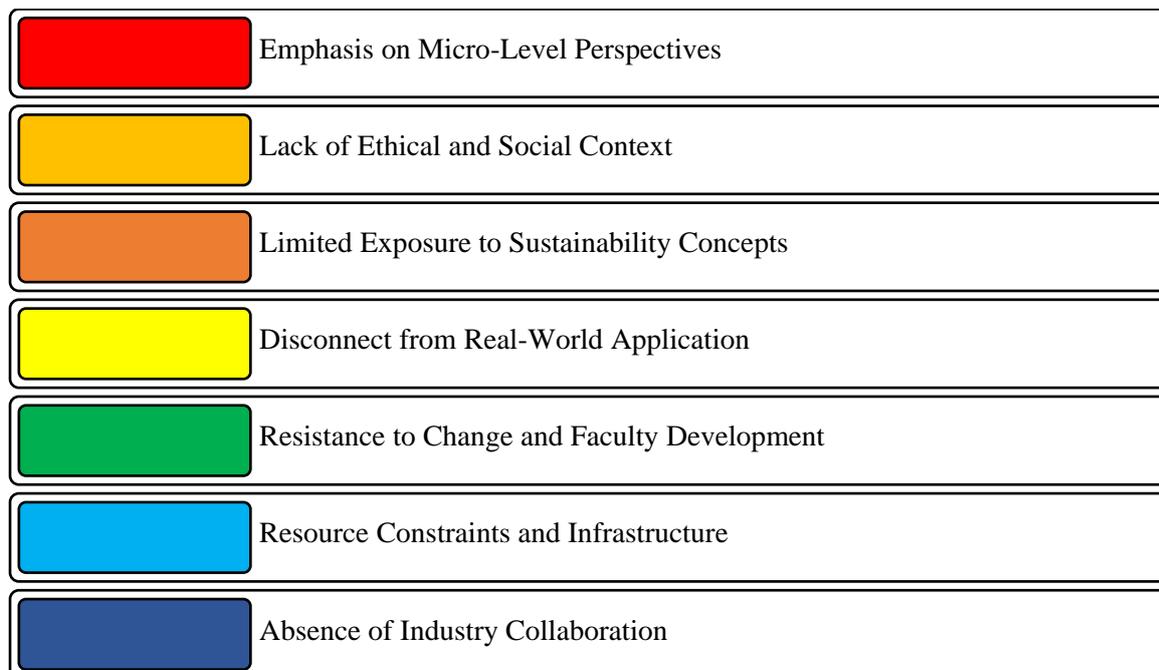


Figure 2 Gaps and Challenges in the Current Thai Marketing Education System

In conclusion, the identification of gaps and challenges within the current Thai marketing education system is crucial for effectively integrating macro-marketing and circular economy principles. Addressing these challenges requires a multi-faceted approach that encompasses curriculum redesign, faculty development, industry collaboration, and experiential learning. By proactively addressing these gaps, Thai higher education institutions can pave the way for a comprehensive and transformative marketing education system that produces graduates equipped to thrive in a dynamic and sustainable business environment.





Integrating Macro-marketing Principles in Thai Higher Education

The evolution of marketing education in Thai higher education institutions presents a unique opportunity to infuse the principles of Macro-marketing. This section delves into the rationale for integrating macro-marketing perspectives, the potential benefits it holds for Thai higher education, and the strategies that can be employed to effectively implement this integration.

Rationale for Macro-marketing Integration:

Macro-marketing, as a concept, transcends the conventional micro-level marketing approaches by focusing on the broader societal implications of marketing decisions (Kamkankaew et al., 2022b). This perspective aligns closely with the growing recognition of the need for responsible business practices and the ethical dimensions of marketing activities. The integration of macro marketing principles into the marketing education system can help students develop a more comprehensive understanding of marketing's impact on society, encouraging them to become critical thinkers and ethical decision-makers (Hunt, 1976). By introducing macro marketing perspectives, Thai higher education institutions can bridge the gap between business success and societal well-being, producing graduates who are equipped to navigate the complexities of the global marketplace while considering the broader social implications of their actions.

Benefits of Macro-marketing Integration:

The incorporation of macro-marketing principles in Thai higher education offers a multitude of benefits. Firstly, it empowers students to comprehend the dynamic interplay between marketing activities and societal welfare. This understanding can lead to the cultivation of a new breed of marketers who are conscious of their roles as agents of change and are committed to creating value that extends beyond the financial bottom line (Wilkie & Moore, 2003). Secondly, macro-marketing perspectives encourage critical thinking and the exploration of ethical dilemmas that marketing practitioners often encounter (Brenkert, 2008). Thirdly, students exposed to macro-marketing principles are likely to develop a more comprehensive and holistic perspective on the marketing discipline, enabling them to address complex challenges that require considerations beyond individual transactions.

Strategies for Effective Macro-marketing Integration:

Integrating macro-marketing principles into the Thai marketing education system requires a thoughtful and strategic approach. Several strategies can be employed to facilitate this integration:

Curriculum Redesign: Revisiting the existing marketing curriculum to incorporate macro-marketing content is a pivotal step. This can involve the development of courses or modules that explicitly focus on the societal dimensions of marketing, ethical considerations, and the role of marketers as advocates for responsible business practices.

Interdisciplinary Collaboration: Collaborations with other disciplines such as ethics, sociology, and environmental studies can enrich the macro-marketing curriculum. This interdisciplinary approach exposes students to diverse perspectives and encourages the exploration of the multifaceted relationship between marketing and society (Gill & Kalamas, 2007).

Case Studies and Real-world Applications: Incorporating real-world case studies that highlight the societal impact of marketing decisions can provide students with tangible examples of macro-marketing principles in action. This approach helps bridge the gap between theoretical concepts and practical applications.

Guest Lectures and Industry Involvement: Inviting industry experts and practitioners who are engaged in responsible marketing practices to deliver guest lectures can provide



students with valuable insights and real-world experiences. Industry collaboration can also lead to the development of internship opportunities that expose students to responsible marketing practices in action.

Research and Projects: Assigning research projects that explore the ethical, social, and environmental implications of marketing activities can encourage students to critically analyze the broader ramifications of marketing decisions. These projects can stimulate discussions, debates, and a deeper understanding of macro-marketing principles.

The Role of Thai Higher Education Institutions:

Thai higher education institutions play a pivotal role in shaping the future of marketing education in the country. By embracing macro marketing principles, these institutions can contribute to the development of marketing professionals who are not only well-versed in traditional marketing strategies but are also equipped to navigate the evolving landscape of responsible and ethical business practices. In addition to preparing students for successful careers, these institutions have the opportunity to shape responsible citizens who understand their role in contributing positively to society.

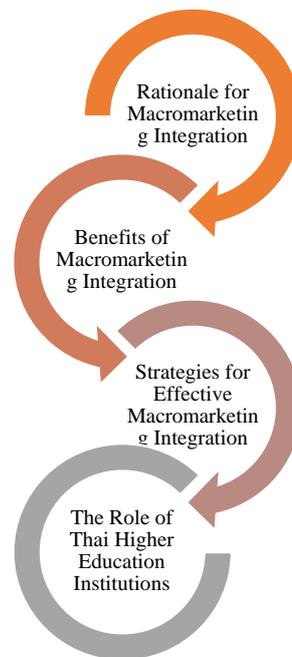


Figure 3 Integrating Macro-marketing Principles in Thai Higher Education

In conclusion, the integration of macro-marketing principles into Thai higher education institutions presents a transformative opportunity. By infusing marketing education with a focus on societal well-being, ethical considerations, and responsible business practices, Thai higher education can produce graduates who are not only skilled marketers but also ethical decision-makers and responsible global citizens. The strategies discussed in this section provide a roadmap for effectively incorporating macro marketing perspectives into the marketing education system, ultimately enhancing the capacity of Thai higher education to contribute to the well-being of society and the sustainable development of the nation.



Integrating Circular Economy Principles in Thai Marketing Education

The growing urgency to address environmental challenges and promote sustainable practices has propelled the concept of the circular economy to the forefront of global discourse (Bansal et al., 2022). As Thai higher education institutions strive to prepare students for the evolving demands of the modern business landscape, the integration of circular economy principles into marketing education presents an avenue to develop graduates who are equipped to create value while minimizing environmental impact. This section delves into the rationale for incorporating circular economy concepts, the potential benefits for Thai marketing education, and strategies to effectively integrate these principles into the curriculum.

The Rationale for Circular Economy Integration:

The traditional linear economic model, characterized by resource extraction, production, consumption, and disposal, has led to resource depletion, waste accumulation, and environmental degradation. In contrast, the circular economy paradigm emphasizes the creation of closed-loop systems where materials and resources are continuously reused, remanufactured, and recycled (Geissdoerfer, Savaget, Bocken, & Hultink, 2017). The integration of circular economy principles in marketing education aligns with the growing recognition of the role businesses play in fostering sustainability and minimizing their ecological footprint. By introducing these concepts, Thai higher education institutions can prepare students to create innovative business models that emphasize resource efficiency, waste reduction, and the design of products and services with longevity in mind.

Benefits of Circular Economy Integration:

The integration of circular economy principles into Thai marketing education offers a range of benefits. Firstly, it equips students with a forward-thinking mindset that transcends linear thinking and challenges the status quo. This mindset encourages them to reimagine product life cycles, business processes, and consumer behaviors in a manner that aligns with sustainability goals (Ghisellini, Cialani, & Ulgiati, 2016). Secondly, circular economy principles encourage students to consider the entire value chain, from raw materials to end-of-life disposal, leading to a comprehensive understanding of the environmental implications of their marketing decisions. Thirdly, circular economy concepts foster innovation by prompting students to explore new business models that emphasize services over products, encourage repair and refurbishment, and embrace sharing economy concepts.

Strategies for Effective Circular Economy Integration:

Integrating circular economy principles into the marketing education curriculum requires a deliberate and systematic approach. Several strategies can facilitate the successful implementation of this integration:

Curriculum Design and Development: Developing dedicated courses or modules that explicitly address circular economy concepts is essential. These courses can cover topics such as sustainable design, eco-innovation, life cycle assessment, and the business case for circularity.

Collaborative Learning: Emphasizing collaborative learning experiences, such as group projects and case studies, can encourage students to explore circular economy principles in diverse contexts. Group work can promote discussions, knowledge exchange, and the co-creation of innovative solutions (Kolb & Kolb, 2005).

Industry Partnerships and Experiential Learning: Collaborations with businesses that embrace circular economy practices can provide students with practical insights and exposure to real-world applications. Guest lectures, site visits, and industry-sponsored projects can enhance the experiential learning component of circular economy integration.

Learning Resources: Developing learning resources, such as reading materials, videos, and interactive simulations, can aid in conveying complex circular economy concepts effectively. These resources can cater to different learning styles and enable students to grasp the practical implications of circularity.

Student Engagement and Empowerment: Encouraging student engagement in circular economy initiatives, such as organizing sustainability events or participating in eco-entrepreneurship competitions, can foster a sense of ownership and commitment to the principles of sustainability and circularity.

The Role of Thai Marketing Education Institutions:

Thai marketing education institutions play a vital role in shaping the future of marketing professionals who can drive sustainable business practices. By integrating circular economy principles into their curricula, these institutions contribute to a generation of marketers who are not only aware of environmental challenges but are also equipped to design solutions that promote responsible consumption and production.

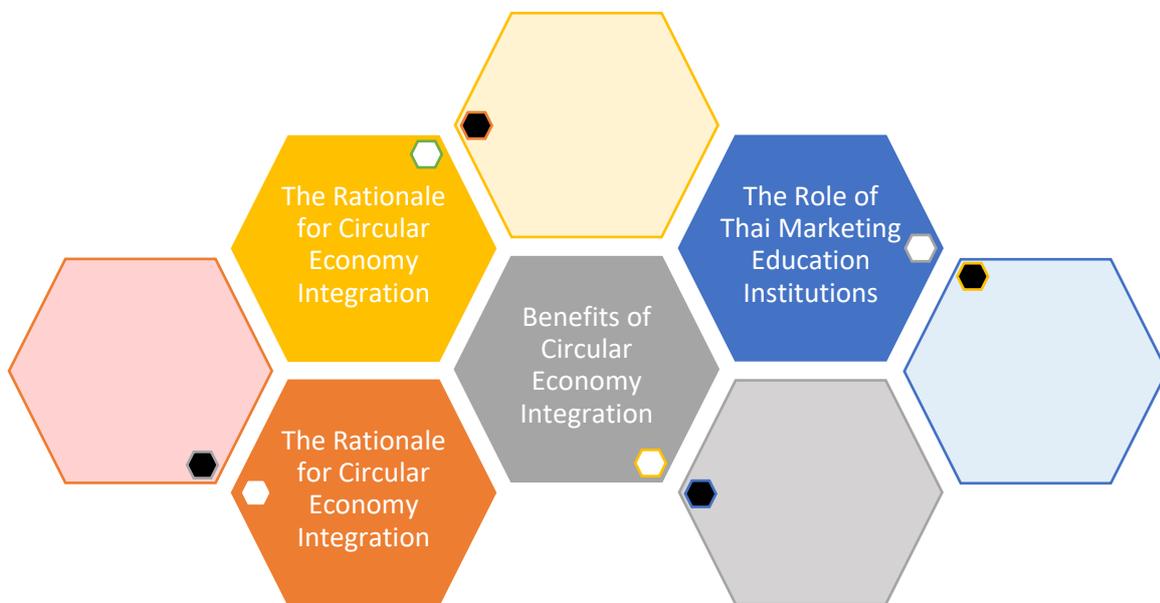


Figure 4 Integrating Circular Economy Principles in Thai Marketing Education

In conclusion, the integration of circular economy principles into Thai marketing education is a transformative step toward equipping students with the skills and perspectives required to thrive in a sustainable and responsible business environment. The strategies discussed in this section guide institutions to effectively incorporate circular economy concepts into the curriculum, fostering a generation of marketing professionals who are innovative, environmentally conscious, and capable of contributing to a more sustainable future.

Strategies for Integrating Macro-marketing and Circular Economy in Thai Marketing Education

As Thai higher education institutions endeavor to enhance the capacity of their marketing education system through the incorporation of macro-marketing and circular economy principles, the development and implementation of effective strategies become paramount. This section delineates a comprehensive set of strategies that can guide the



successful integration of these principles into the curriculum, fostering a generation of responsible and forward-thinking marketing professionals.

Holistic Curriculum Redesign:

A cornerstone of successful integration is the redesign of the marketing curriculum to infuse macro-marketing and circular economy content throughout (Khathayut, Walker-Gleaves & Humble, 2022). This involves revisiting course outlines, syllabi, and learning objectives to ensure that each program comprehensively covers these principles. Existing courses can be augmented with modules that specifically address the societal and environmental dimensions of marketing decisions. For instance, traditional marketing courses can incorporate units on ethical marketing practices, sustainable product design, and the integration of circular business models.

Cross-Disciplinary Collaboration:

Collaboration across disciplines can enrich the integration process by infusing diverse perspectives into marketing education. Collaborations with departments such as ethics, environmental science, and sociology can provide students with a more holistic understanding of the implications of marketing decisions. Jointly developed courses or interdisciplinary projects can foster creativity and encourage students to consider the multi-dimensional impacts of marketing strategies (Barth, Godemann, Rieckmann, & Stoltenberg, 2007).

Faculty Development and Training:

Equipping faculty members with the knowledge and skills to effectively teach macro-marketing and circular economy principles is critical. Faculty development workshops, seminars, and training sessions can be organized to familiarize educators with these concepts, pedagogical techniques, and the latest advancements in sustainable business practices. The goal is to empower educators to confidently impart these principles to students and foster engaging discussions around their application.

Interactive Learning Approaches:

Traditional didactic teaching methods can be augmented with interactive and experiential approaches that encourage active student engagement. Incorporating case studies, simulations, role plays, and real-world projects that revolve around macro-marketing and circular economy principles can provide students with tangible examples and practical experiences (Gibbs & Coffey, 2004). These approaches stimulate critical thinking and enable students to develop a nuanced understanding of complex issues.

Industry Collaboration and Guest Speakers:

Engaging with industry experts who champion sustainable and responsible business practices can enrich the learning experience for students. Inviting guest speakers who have successfully implemented macro marketing and circular economy concepts in their organizations can provide real-world insights and tangible success stories. Industry collaboration can extend beyond guest lectures to include collaborative research projects and internships that expose students to practical applications of these principles.

Capstone Projects and Research Opportunities:

Incorporating capstone projects and research opportunities that focus on macro-marketing and circular economy principles can provide students with avenues to apply theoretical knowledge to real-world scenarios. These projects can be designed in collaboration with industry partners, allowing students to tackle real challenges faced by businesses and propose innovative solutions that align with sustainability goals.

Community Engagement and Social Responsibility Initiatives:

Integrating macro-marketing and circular economy principles can extend beyond the classroom into the wider community. Encouraging students to initiate and participate in



sustainability-related initiatives, such as community clean-up drives, awareness campaigns, and partnerships with local NGOs, can foster a sense of social responsibility and a commitment to making a positive impact.

Ongoing Evaluation and Improvement:

Continuous evaluation and improvement are essential to ensure the effectiveness of the integration strategies. Collecting feedback from students, faculty, and industry partners can provide valuable insights into the strengths and areas for improvement of the integrated curriculum. Regular updates and adaptations can help align the curriculum with evolving trends and emerging best practices.

In conclusion, the successful integration of macro-marketing and circular economy principles into the Thai marketing education system requires a concerted effort guided by strategic approaches. By employing these strategies, Thai higher education institutions can equip students with the knowledge, skills, and perspectives needed to become responsible marketers who prioritize societal well-being, environmental sustainability, and the creation of value that extends beyond mere financial gains.

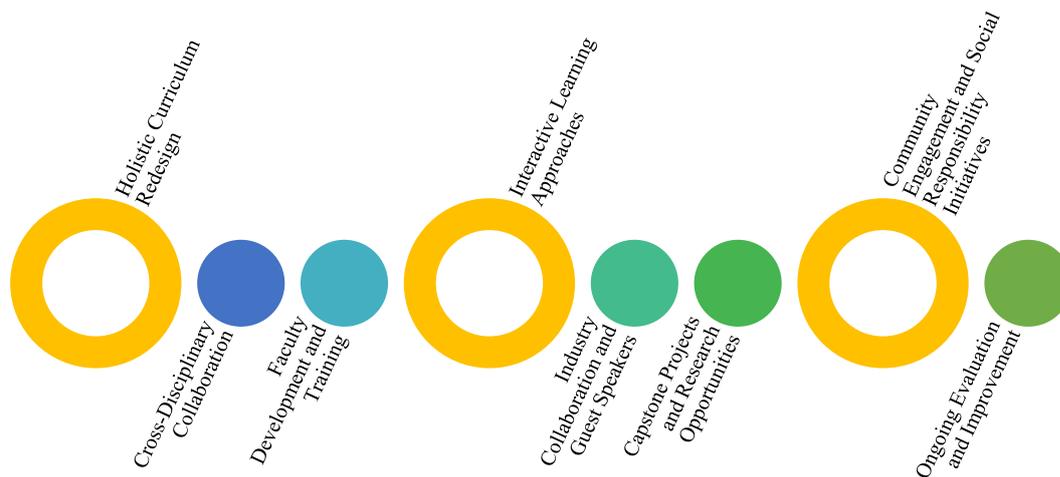
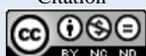


Figure 5 Strategies for Integrating Macro-marketing and Circular Economy in Thai Marketing Education

Conclusion

The significance of marketing education within higher education institutions has experienced a notable rise in importance as a result of the processes of globalization, technical improvements, and environmental concerns. The conventional approach to marketing education emphasizes narrow-scale strategies, which are no longer enough to provide students with the necessary expertise and understanding needed to effectively traverse the intricacies of the contemporary business environment. This scholarly article examines the incorporation of macro marketing principles and circular economy concepts inside the marketing education system, particularly in the context of higher education in Thailand. The field of macro-marketing centers its attention on the wider implications of marketing activities on society and the macro-environment, providing students with a comprehensive viewpoint. Higher education institutions have the potential to foster the growth of responsible marketers who prioritize

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societal welfare in addition to economic success by instructing students in the critical evaluation of the ethical, social, and environmental consequences of marketing operations. The circular economy framework presents a departure from the conventional linear economic model, which follows a "take-make-dispose" approach. Instead, it prioritizes resource efficiency, waste reduction, and the establishment of closed-loop systems that facilitate the ongoing reuse and recycling of materials. The incorporation of circular economy principles into marketing education provides students with the necessary competencies to develop sustainable company models that are in line with these principles, thereby promoting innovation and encouraging responsible patterns of consumption. The incorporation of macro-marketing and circular economy principles into marketing education in Thailand is highly relevant given the rising urbanization, shifting consumption behaviors, and depletion of resources. To address obstacles effectively, it is imperative to cultivate an environment that encourages and embraces innovative thinking, provides incentives to encourage active participation from faculty members, and utilizes change management tools. By taking proactive measures to tackle these difficulties, Thai higher education institutions have the potential to establish a comprehensive and revolutionary marketing education system. This system would be capable of producing graduates who possess the necessary skills and knowledge to excel in a dynamic and sustainable corporate environment.

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